



The image features a world map with several cities marked by orange dots: Cartagena, Colombia; Paris, France; Abu Dhabi, United Arab Emirates; Johannesburg, South Africa; and Nagasaki, Japan. A blue location pin is placed over Seoul, Republic of Korea. In the top left corner, there is a logo for 'CARTAGENA DE INDIAS 2021 COLOMBIA' and the ICCA logo. A circular inset on the right shows a scenic view of the Lotte World Tower in Seoul at sunset. The text 'Seoul, Republic of Korea Congress Hub Asia Pacific' is written in blue on the left side of the map.

**Seoul,  
Republic of Korea**  
Congress Hub  
Asia Pacific

hosted by Seoul Tourism Organization  
from the 26 to 27 of October (GMT+9/KST)

## 26 OCTOBER, TUESDAY

0830 Registration open

### 0840 – 0855 **NewBee Check-in from Seoul**

Mentor: Frank Yang, KINTEX

### 0900 – 1015 **Opening Ceremony**

09:00 - 09:15 Welcome Asia

09:15 - 10:15 Welcome Address and Opening Keynote

#### **Local Performance**

##### **Seoul Welcome Remarks**

Ki Yon Kil, *CEO, Seoul Tourism Organization*

##### **Congratulatory Messages:**

DongWon Lee, *CEO, COEX*

Senthil Gopinath, *Chief Executive Officer, ICCA*

Waikin Wong, *Regional Director-Asia Pacific, ICCA*

##### **Keynote Speech from STO : 2022 Korean Trends and New Normal Convention Strategy**

Jihye Choi, *Chief Researcher, Seoul National University*

### 1015-1130 **ICCA Session**

#### **Congress Welcome Address**

James Rees, *President, ICCA*

#### **Opening Keynote: Colombia's transformation on the global stage**

Flavia Santoro Trujillo, *President & CEO, ProColombia*

### 1015 – 1130 **Networking Break / Banda de Baranoa - Cultural activity**

11:05 - 11:30 ICCA, Colombia, Cartagena Welcome Address and Opening Keynote

#### **Cartagena de Indias Major Intervention**

William Jorge Dau Chamatt, *Mayor, Cartagena de Indias*

#### **Global meta-trends: Future Forward**

Dame Vivian Hunt, *Senior Partner, McKinsey & Company*

### 1130 – 1230 **Lecture 1**

#### 1130 – 1150 **Building Community**

*Synopsis: How are we building communities differently and how do we make sure they remain active relevant and connected in the future?*

Speaker: Laura Lopez, *Director of Conference Affairs Services, United Nations Framework Convention on Climate Change (UNFCCC)*

#### 1150 – 1230 **Panel Discussion**

*Synopsis: The future of communities and partnerships: best practices for success with growth and retention*

Moderator: Darren Isenberg, *Virtual and Live Master of Ceremonies, Speaker on Positive Influence and Presentation Skills Coach at Darren Isenberg Presents*

Panelist 1: Kim Jihyun, *Director, Seoul Tourism Organization*

Panelist 2: Rob Barnes, *Country Manager, Asia Pacific, Higher Logic*

Panelist 3: Evelyn Salire, *Secretary-General, Philippine Retailers Association*

1230 – 1330 **Networking Lunch**

1330 – 1430 **Lecture 2**

1330 – 1350 **Technology vs. Human Connections**

*Synopsis: The impact of Technology on the human dimension.*

Speaker : Gerd de Bruycker, *Marketing Director EMEA: Strategy & Planning, Chief of Staff, Integrated Marketing, Event Marketing, CISCO*

1350 – 1430 **Panel Discussion**

*Synopsis: What effect will new upcoming technologies have on future?*

Moderator: Darren Isenberg, *Virtual and Live Master of Ceremonies, Speaker on Positive Influence and Presentation Skills Coach at Darren Isenberg Presents*

Panelist 1: Dr. Edward Koh, Executive Director – Conventions, Meetings & Incentive Travel, Singapore Exhibition and Convention Bureau

Panelist 2: Hiromi Murayama, Manager, Sales & Marketing, PACIFICO Yokohama

1430 – 1530 **Lecture 3**

1430 – 1450 **Sustainable /The Environment**

*Synopsis: End of the line for our old ways: creating sustainable cities for citizens of the future*

Speaker: Dan Lert, *Deputy Mayor of Paris*

1450 – 1530 **Panel Discussion**

*Synopsis: Green MICE, Opening the World of Sustainability*

Moderator : Jihyun Kim, *Director, Seoul Tourism Organization*

Panelist 1: Peter Lee, Secretary General, Goyang Convention Bureau

Panelist 2: Yeong-Hye Yoon, Assistant Professor, Dongduk Women's University

Panelist 3 : Inhyuk Song, CEO, Uniquegoodcompany

1530 – 1600 **Networking Break**

1600 – 1700 **Lecture 4**

1600 – 1620 **Organizational Culture**

*Synopsis: Building strong organizational culture for future unity and success*

Speaker: Carrie Freeman Parsons, *Chair of the Board, Freeman Company*

1620 – 1700 **Panel Discussion**

*Synopsis: Why is Agile culture needed for MICE organizations in the post-COVID-19 era*

Moderator : Chan Lee - *Professor - Seoul National University*

Panelist 1: William Choi, CEO, Seoul Business School

Panelist 2: Cheon Gu Park, Manager, Amazon

Panelist 3 : Yun Jeong Kim, Manager, Samsung

1900 – 1930 **GDS Keynote and Awards**

## 27 OCTOBER, WEDNESDAY

0900 Registration open

### 0910 – 0925 **NewBee Check-in from Seoul**

Mentor: Frank Yang, KINTEX

### 0930 – 1030 **Lecture 5**

#### 0930 – 0950 **Future of Work**

*Synopsis: The future of Work: What it might look like and how different might it really be?*

Speaker: Anu Madgavkar, Partner, McKinsey & Company, McKinsey Global Institute

#### 0950 – 1030 **Panel Discussion**

*Synopsis : Work-life Strategy - what strategies can be used to balance work and life especially in MICE industry*

Moderator : Hee Jeong Choi, Professor, Cha University

### 1030 – 1100 **Networking Break**

### 1100 – 1200 **Lecture 6**

#### 1100 – 1120 **Consumer Choice – The Event Experience**

*Synopsis: Shifting consumer trends and tailoring your event experience: are you giving your event attendees what they really want?*

Speaker: Jami Stapelmann, Executive Director Global Travel, The Estée Lauder Companies Inc.

#### 1120 – 1200 **Panel Discussion**

*Synopsis : Business Exchange - Marketing Strategies and Successful Case Study*

Moderator : Eun Joo Yoon, Professor, Hallym University of Graduate Studies

### 1200 – 1300 **Networking Lunch**

### 1300 – 1400 **Lecture 7**

#### 1300 -1320 **Diversity, Equality & Inclusion**

*Synopsis: The time for diversity, equality and inclusion is now!*

Speaker: Julieta Amara Martinez, Chilean activist and Founder of Tremendas platform

#### 1320 – 1340 **ICCA/BestCities Incredible Impacts Winner 2021 presentation**

**Speaker:** Dr. Ay-Woan Pan, Committee Member of the Board of Managing Directors, The Garden of Hope Foundation

The impact stories of this year's ICCA/BestCities Incredible Impacts winners have been a fitting part of the 60th ICCA Congress, where we have highlighted the topics of inclusivity, gender equality and sustainable development themes which were reflected in each of the three impact programmes of this year's winners. Each of the three winners will present their story in one of the Congress locations and we encourage members to view not only the live presentation in their hub of choice but view the recordings of all three presentations:

- European AIDS Clinical Society –live in Paris on 26 October at 13:50 (GMT+2)
- The Garden of Hope Foundation – live in Asia on 27 October at 13:20 (GMT+9/ JST)
- Women Deliver – live in Cartagena on 25 October at 14:20 (GMT-5)

1340 – 1400 **Panel Discussion**

*Synopsis: Our industry speakers will dive deeper into the best strategies for embedding DEI into an organisation. Discover initiatives to make DEI an ongoing, constructive process within your business. Learn how we can make sure we are self-aware of our own actions concerning DEI. Plus, see how you can incorporate DEI into the staff recruitment process.*

Moderator 1: Mike Williams, *Senior Consultant & Partner, GainingEdge*

Panelist 1: Leonie Ashford, *International Bids Manager, Tourism New Zealand*

Panelist 2: Julia Swanson, *CEO, Melbourne Convention Bureau*

1400 – 1500 **ICCA Session**

1400 – 1500 **Global Associations Meetings Protocol Update**

Speakers:

Gregg Talley, *President and CEO, Talley Management Group, Inc.*

Cynthia Kiang, *Director General, Bureau of Foreign Trade, MOEA*

Ben Goedegebuure, *Enterprise Vice President, Global & Industry Presence, Maritz Global Events*

Paul Ouimet, *Partner and President, MMGY NextFactor*

Greg Oates, *Senior Vice President of Innovation, MMGY NextFactor*

Lisa Astorga, *Director of Meetings,*

*International Society on Thrombosis and Haemostasis (ISTH)*

1500 – 1530 **Networking Break**

1530 – 1630 **Lecture 8**

1530 – 1550 **Innovation, Agility & Collaboration**

*Synopsis: Innovation, agility and collaboration driving future change*

Speaker : Josh Linkner, *Innovation Keynote Speaker and Bestselling Author*

1550 – 1630 **Panel Discussion**

*Synopsis: The reality of innovation, agility and collaboration in our organisations*

Moderator: Richard Reasons, *Manager, Simpleview*

Panelist 1: Matthias Schultze, *Managing Director, German Convention Bureau*

Panelist 2: Robin Miller, *Director of Sales (Conferences and Events),*

*Abu Dhabi National Exhibitions Company (ADNEC)*

Panelist 3: Wee Ming Ong, *CEM, CMP, Vice President - Conventions, Marina Bay Sands*

1630 – 1730 **ICCA Session**

1630 – 1730 **Presidential Choice Keynote: The Future of Business Tourism and the Environment**

Moderator: Gregg Talley, *President and CEO, Talley Management Group, Inc.*

Speakers:

Natalia Bayona, *Director of Innovation, Education and Investments, World Tourism Organization (UNWTO)*

James Rees, *President, ICCA, United Kingdom*

Ninglan Wang, *Head, Border Risk Dissemination Management, World Health Organisation (WHO)*

Oracio Marquez, *Regional Director for External Relations for Latin America and the Caribbean, IATA*

**1730 – 1805 ICCA Session**

**1730 – 1805 Closing Session + Incredible Impact**

*Synopsis: The global pandemic has amplified crises such as domestic abuse, limited access to medical care for marginalized communities, and violence against women. In response, global conferences are directing attention towards these pressing issues, advocating for systematic change, and facilitating initiatives and policies that channel commitments into action. At this year's ICCA Congress we will honor three such associations which have influenced systematic change through their meetings. Join us in recognizing the European AIDS Clinical Society, The Garden Hope of Foundation and Women Deliver – the 2021 Global Impacts Winner!*

**Speakers:**

James Rees, *President, ICCA, United Kingdom*  
Senthil Gopinath, *Chief Executive Officer, ICCA*  
Gilberto Salcedois, *Vice-president of Tourism, ProColombia, Colombia*

**1805 – 1900 Cross-Congress Hub Connecting**

Social Networking / Congress Platform Tour / Virtual delegate Networking

**2130 - 2200 Best Marketing Awards**

*Synopsis: The ICCA Best Marketing Award recognises the excellence and outstanding achievements of organisations in their effort to market their product and services. The 2021 ICCA Best Marketing Awards will celebrate Marketing through Transformation. This year we will recognize the ways members have shown us your unique, out-of-the-box efforts. inspired, engaged, and demonstrated our industry's resilience and renewal through unique and out-of-the box efforts. During the session, ICCA will disclose the winner and recognitions of the 2021 Best Marketing Award Edition.*

Speaker: James Rees, *President, ICCA*

**22:00 – 2300 Copenhagen Denmark Lecture**

Leading with purpose: embrace your powers, get together, make a difference.

**Speakers:**

Katja Iversen , *Executive Advisor, Author, Advocate*  
Ida Jeng, *Head of Business Engagement and Development, Centre for New Economy and Society at World Economic Forum*

Introduction: Kit Lykketoft, *Director of Convention, Wonderful Copenhagen*